2045867635

SHIPMENT ACTIVITY THROUGH W/O 1/13/95

Hand Outs

2045867634

	SHIPMENT VOLUME (MM)			SHIPMENT SHARE (%)			INCOME FROM O	
	1994	1995f	1995e	1994	1995f	1995e	1994	199
Q 1	49.7	53.5	53.5	43.1	45.6	45.6		
Q 2	57.9	56.8	56.8	45.8	45.0	45.8		
Q 3	57.1	55.5	55.5	44.9	45.9	45.9		
Q 4	54.7	53.7	53.7	45.5	45.5	45.5		
Full Year	219.4	219.5	219.5	44.8	45.7	45.7		

	WEEKLY GOING RATES w/o 1/13/95				SHIPMENT SHARE w/o 1/13/95			PRICING w/o 12/31/94		
	4Q 1994	Q1 1995	WEEK	QTD	WEEK	13WM	QTD		WEEK	4WM	4 WAGO
MARL	2,735	2,565	2,010	2,156	27.9		29.4	LOWEST	$1.30	$1.32	$1.30
OPB	664	642	587	638	8.1		8.0	$ GAP	$0.55	$0.60	($0.04)
PM DISC	795	831	587	638	8.1		8.0	% GAP	41.4%	45.5%	-3.0%
PM-USA TOT	4,265	4,131	3,184	3,398	44.1		46.0	$0.99 %	15%	15%	-1%
INDUSTRY			7,218	7,165							

*Q1 1995 adj 800 mil MCS units

INVENTORY EXCESS (MM)

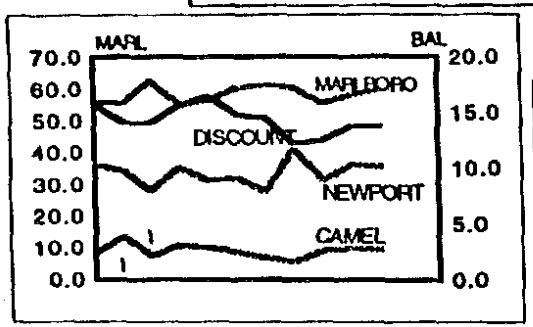
	LAST QTR	YAGO	WEEK
PM-USA			
RJR			
INDUSTRY			

MCLANE SUMMARY (MM)

	WEEK	QTD	YTD
INBOUND			
OUTBOUND			
NET CHG			

1995 PERFORMANCE BENCHMARKS (%)

	PM	MARL	OPB	VA SLIMS	B&H	MERIT	BASIC SOC	PL SOM	DISCOUNT	LOWEST	$ GAP	% GAP
SHIPMENTS												
NIELSEN	46.6	29.4	8.3	2.7	2.2	2.6	15.0	7.1	32.2			



YOUNG ADULT SMOKER VOLUMETRIC SHARES: LATEST 12 MONTHS

1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
56.2	55.5	62.7	55.2	56.3	60.1	61.2	60.5	55.5	58.0	59.7		
15.7	14.1	14.1	15.6	16.5	14.8	14.5	12.2	12.5	13.8	13.7		
10.4	9.7	8.0	10.1	8.9	9.1	7.9	11.7	8.9	10.3	10.1		
8.2	13.5	7.4	10.8	10.0	8.4	6.7	5.5	9.1	9.8	9.2		

Source: PM Tracking

Source: https://www.industrydocuments.ucsf.edu/docs/mzpj0004